

# Privacy Statement

25th March 2021

At Chill Guide, we're committed to respecting and protecting your personal data. We treat any data that identifies or is identifiable to an individual as "personal data". This document states how Chill Guide use and process your personal data and the rights you can exercise related to your personal data.

We might amend this Privacy Statement from time to time, so we recommend you to visit this page occasionally to make sure you know where you stand.

## What kind of personal data does Chill Guide collect?

Chill Guide strikes to collect only the personal data we need to provide our services to you. The personal data we collect depends on how you interact with us. You might also decide to submit additional information for better experience. In addition to this, we also collect information from the computer, phone, tablet or other device you use to access our services, or from other sources.

The personal data Chill Guide collect automatically may include:

- **Account Information.** Your user account ID and related account details, including personal settings, social media profile connection, login details, account status, gender, date of birth.
- **Contact Information.** Data such as name, email address, phone number, or other contact information.
- **Payment Information.** Data about your payment method, such as payment card information.
- **Device Information.** Data about your device and browser, such as device serial number, language settings, operating system, application version data, IP, browser type.
- **Usage Data.** Data about your activity of our services, such as app launches, browsing history, search history, product interaction, reviews, crash and diagnostic data.
- **Location Information.** Precise location and coarse location in related to your use of our services.
- **Other Information you provide.** Details about your communications with Chill Guide, including interactions with customer support and contacts through social media channels.

You are not required to provide the personal data that we have requested. However, we may not be able to provide you with our services or respond to requests you may have.

In some cases, you may share information of others in the use of our services. It's your responsibility to ensure that the person you have provided personal data about is aware that you've done so, and that they have understood and accepted how Chill Guide uses their information.

Chill Guide may also receive information about you from other sources. These include subsidiaries of Chill Guide, business partners, affiliate partners, vendors, and other independent third parties. Anything we receive from these sources may be combined with information provided by you.

We would like to address some cases of information received from other sources:

- **Reservation and Payment Facility.** When you make a reservation through Chill Guide or our business partners or affiliate partners, your reservation details and encrypted payment credentials may be forwarded to us.
- **Our Vendors.** Our vendors may share additional information about you with us. This could happen if you create support enquiries, or if disputes or any security and fraud prevention issues are raised.
- **Communication Services.** The communication services offer you to contact our vendors is to facilitate your reservation. We may receive metadata about these communication activities.
- **Social Media Providers.** When you link your user account to a social media account, there may be exchange data between Chill Guide and such social media provider. We may also receive information such as the additional cookie data social media partners make available to us.

For research and development purposes, we may use datasets such as images, voices, or other data that could be associated with an identifiable person. When acquiring such datasets, we do so in accordance with applicable law, including law in the jurisdiction in which the dataset is hosted. We do not attempt to re-identify individuals who may appear therein.

## Why does Chill Guide collect and use your personal data?

The main reason we ask you for personal information is ensure you get the best service experience. Your personal data may be used in the following ways:

- **Account Facilities.** We use the your information to provide account management features that allows you to manage and make your reservations, manage your reviews, manage your account settings.
- **Core Services.** We use personal data to provide services to you, which may process personal data to personalise and deliver the content requested. We also process personal data for internal purposes such as product improvement, data analysis, auditing, or troubleshooting.
- **Reservation.** We use your personal data to facilitate your reservation, such as sending you confirmations and reminders, and providing limited information to such corresponding vendor.
- **Customer Service.** We may share relevant details, such as reservation information or information about your user account with our customer service team to provide you with the most relevant response.
- **Marketing Activities.** We use your information for marketing activities such as sending regular news about products or services within Chill Guide's business scope, and facilitating your participation in promotional activities. Such activities may be conducted by Chill Guide or by our partners. The corresponding products,

services, or offers mentioned in marketing activities could be redeemed through Chill Guide, our partners and affiliates, or other third-party sites.

- **Communication.** We may collect and use personal data to communicate with you by notification, email, call, text, or post, for the reasons such as handling a support enquiry, providing marketing content, providing security alerts, communicating about changes to our terms or policies. This information is important to your interaction with Chill Guide, so you may not opt out of receiving these notices.
- **Security and Fraud Prevention.** To protect our users, vendors, and Chill Guide from fraud or illegal content, we might use personal data to detect and prevent fraud and other illegal or unwanted activities. We might use personal data for risk assessment and security purposes, including the authentication of users and reservations.
- **Legal Compliance.** We may need to use your information for regulatory investigations, reporting obligations, compliance, and fulfilling a lawful government request.

Chill Guide uses your personal data only when we possess a valid legal basis. Depending on the circumstance, Chill Guide may rely on your consent, the processing of personal data is necessary for the performance of a contract, the legitimate commercial business interest to provide our services, preventing fraud, protecting your vital interests or those of other persons, or complying with law and obligation.

## How does Chill Guide share your data with third parties?

There are different parties integrated into Chill Guide services. In certain circumstances, we'll share your personal data with third parties. These third parties include:

- **Vendors.** In order to complete your reservation, we pass relevant reservation details to the vendor (merchant) you have made reservation with. The details may include your name, contact, the names of the people accompanying you and any other information or preferences you specified when you made your reservation. In certain cases, we also provide some additional information about you to the vendor, including information you selected such vendor in the past, the number of completed reservations, a confirmation of no misconduct, etc.
- **Service Providers.** We may use third-party service providers to support us in providing our services, such as payment, fraud detection and prevention, marketing services, market research, customer support. All service providers are required to continue to adequately safeguard your personal data.

## How does Chill Guide make use of mobile devices?

We offer apps for a range of different mobile devices, as well as versions of our website that have been optimised for browsing on a mobile devices. These apps and mobile websites process the personal details you give us in much the same way as our website does.

- **Notifications.** With your consent, we may send you push notifications.

- **Location Data.** You can grant us access to your location data or contact details in order to provide services you've accessed or requested. If you upload pictures to our platform, these pictures may include location information (metadata) as well. Please read your mobile device's instructions to understand how to change your settings and control the sharing of this kind of data.
- **Cross-device Tracking.** We may implement cross-device tracking to optimise our services and provide you a better user experience. Such implementation may involve the use of cookies. With cross-device tracking, Chill Guide is able to track user behaviour across multiple devices. We may combine data collected from a particular browser or mobile device with data from another device that is linked to it.

## How does Chill Guide safeguard your personal data?

We have procedures to prevent unauthorised access to, and the misuse of, your personal data. We use appropriate business systems and procedures to protect and safeguard the personal data you give us. We also use security procedures and technical and physical restrictions for accessing and using the personal data on our servers. Only authorised personnel are permitted to access personal data in the course of their work.

## How does Chill Guide use cookies and tracking technologies?

Chill Guide use cookies and tracking technologies to help us to better understand how users interact with our platform, provide security and fraud prevention purposes, and facilitate the measurement of the effectiveness of advertisements and web searches.

Generally, we use cookie to collect information, including IP address, device ID, viewed pages, browser type, browsing information, operating system, internet service provider, click-through, etc. They allow you to be recognised as the same user across the pages of a website, devices, between websites or apps. When it comes to purpose, they are divided into three categories:

- **Necessary Cookies.** These cookies are required for Chill Guide to provide our core services, such as authenticating a sign-in, authenticating a payment, carrying content across pages.
- **Performance Cookies.** These cookies collect information about usage behaviour to enable us to provide a user-friendly and optimised experience and adapt automatically to your preferences, including your encrypted signed in credentials, language preferences, past searches, geographical location.
- **Marketing Cookies.** These cookies are used by Chill Guide and our trusted partners to gather information about you over time, across multiple websites, applications, or other platforms. Marketing cookies help us to recommend content to show you, both on and off our platform.

### Non-cookie techniques

We may also use techniques, such as pixels, which do not store any information on your device. In some materials we send you, such as email, we may track the click-through as such click passes through a separate server before arriving at the destination page. We also receive this information about the push notifications we send you.

**Who is responsible for your personal data?**

Chill Guide Limited controls the processing of personal data, as described in this Privacy Statement, except where explicitly stated otherwise. Chill Guide Limited is a private limited company, incorporated under the laws of Hong Kong.